

**DECLARATION FOR UTILITY PATENT APPLICATION**

AS A BELOW-NAMED INVENTOR, I HEREBY DECLARE THAT:

My residence, post office address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled: A METHOD AND SYSTEM FOR CONTENT MANAGEMENT ASSESSMENT, PLANNING AND DELIVERY, the specification of which is attached hereto unless the following box is checked:

☐ was filed on \* as United States Application Serial No. or PCT International Application No. \* and was amended on \* (if applicable).

I HEREBY STATE THAT I HAVE REVIEWED AND UNDERSTAND THE CONTENTS OF THE ABOVE-IDENTIFIED SPECIFICATION, INCLUDING THE CLAIMS, AS AMENDED BY ANY AMENDMENT REFERRED TO ABOVE.

I acknowledge the duty to disclose information which is material to the patentability as defined in 37 C.F.R. § 1.56.

I hereby claim foreign priority benefits under 35 U.S.C. § 119(a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365(a) of any PCT International application which designated at least one country other than the United States listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or PCT International application having a filing date before that of the application on which priority is claimed:

Application No.	Country	Date of Filing (day/month/year)	Priority Claimed?
			<input type="checkbox"/> Yes <input type="checkbox"/> No

I hereby claim benefit under 35 U.S.C. § 119(e) of any United States provisional application(s) listed below:

Application Serial No.	Filing Date

I hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s), or § 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose information which is material to patentability as defined in 37 C.F.R. § 1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application.



CERTIFICATE OF MAILING BY "EXPRESS MAIL"

Express Mail Label No.: EL952557490US

Date of Deposit: July 26, 2000

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 on the date indicated above and is addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231.

*Chase Trumbella*  
Chase Trumbella

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Adam M. GERSTING

Serial No.: To Be Assigned

Filing Date: Herewith

For: A METHOD AND SYSTEM FOR  
CONTENT MANAGEMENT  
ASSESSMENT, PLANNING AND  
DELIVERY

Examiner: To Be Assigned

Group Art Unit: To Be Assigned

RECEIVED

JUL 26 2000

SF FAX CENTER

PROSECUTION BY ASSIGNEE AND POWER OF ATTORNEY  
UNDER 37 C.F.R. § 3.71

Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

Andersen Consulting, the assignee of the entire right, title and interest in this patent application, under 37 C.F.R. § 3.71 hereby appoints:

Laurie A. Axford (Reg No. 35,053)  
Joseph Barrera (Reg No. 44,522)  
Shantanu Basu (Reg No. 43,318)  
Frank P. Becking (Reg No. 42,309)  
Kimberly A. Bolin (Reg No. 44,546)  
Barry B. Bretschneider (Reg No. 28,055)  
Nicholas Buffinger (Reg No. 39,124)  
Mark R. Carter (Reg No. 39,131)  
Peng Chen (Reg No. 43,543)  
Thomas E. Ciotti (Reg No. 21,013)  
Raj S. Davé (Reg No. 42,465)  
Carolyn A. Favorito (Reg No. 39,183)  
Hector Gallegos (Reg No. 40,614)

Sanjay S. Bagade (Reg No. 42,280)  
Erwin J. Basinski (Reg No. 34,773)  
Richard R. Batt (Reg No. 43,485)  
Vincent J. Belusko (Reg No. 30,820)  
Timothy J. Bortree (Reg No. 43,506)  
Tyler S. Brown (Reg No. 36,465)  
Jingming Cai (Reg No. P-44,579)  
Robert K. Carpa (Reg No. 39,933)  
Thomas Chuang (Reg No. P-44,616)  
Matthew M. D'Amore (Reg No. 42,457)  
Stephen C. Durant (Reg No. 31,506)  
David L. Fehrman (Reg No. 28,600)  
Debra J. Glaister (Reg No. 33,888)

sf-930123

Kenneth R. Glick (Reg No. 28,612)  
Peter Hsieh (Reg No. P-44,780)  
Richard D. Jordan (Reg No. 33,519)  
Richard C. Kim (Reg No. 40,046)  
Elaine K. Lee (Reg No. 41,936)  
Lisa E. Marks (Reg No. 44,901)  
Gladys H. Monroy (Reg No. 32,430)  
Kate H. Murashige (Reg No. 29,959)  
Catherine M. Polizzi (Reg No. 40,130)  
Paul J. Riley (Reg No. 38,596)  
Debra A. Shetka (Reg No. 33,309)  
Rebecca Shortle (Reg No. P47,083)  
Stanley H. Thompson (Reg No. 45,160)  
Todd W. Wight (Reg No. 45,218)  
Frank Wu (Reg No. 41,386)  
George C. Yu (Reg No. 44,418)  
Jimmy Zhang (Reg No. P-47,201)

Charles D. Hoiland (Reg No. 35,196)  
Madeline L. Johnston (Reg No. 36,174)  
Ararat Kapouytian (Reg No. 40,044)  
Kawai Lau (Reg No. 44,461)  
Rimas T. Lukas (Reg No. 46,451)  
Thomas D. Mays (Reg No. 34,524)  
Philip A. Morin (Reg No. P-45,926)  
Martin M. Noonan (Reg No. 44,264)  
William C. Revelos (Reg No. 42,101)  
Robert Saltzberg (Reg No. 36,910)  
Terri Shieh-Newton (Reg No. P-47,081)  
Kevin R. Spivak (Reg No. 43,148)  
E. Thomas Wheelock (Reg No. 28,825)  
Thomas G. Wiseman (Reg No. 35,046)  
David T. Yang (Reg No. 44,415)  
Karen R. Zachow (Reg No. P-46,332)

all of Morrison & Foerster LLP, 425 Market Street, San Francisco, California 94105-2482, telephone (415) 268-7000, to prosecute this application and transact all matters in the United States Patent and Trademark Office connected therewith, said appointment to be to the exclusion of the inventors and their attorneys in accordance with the provisions of 37 C.F.R. § 3.71 provided that if any one of said attorneys or agents ceases being affiliated with the law firm of Morrison & Foerster as partner, employee or of counsel, such attorney's or agent's appointment as attorney or agent and all powers derived therefrom shall terminate on the date such attorney or agent ceases being so affiliated.

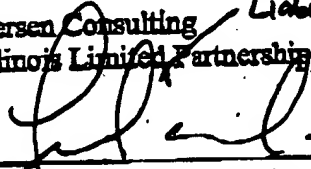
Please direct all written communications relative to this application to:

Erwin J. Basinski  
Morrison & Foerster LLP  
425 Market Street  
San Francisco, California 94105-2482

Please direct all telephone communications to Erwin J. Basinski at (415) 268-7144.

Andersen Consulting *Liability*  
an Illinois Limited Partnership *MEH H/26/00*

Dated: 26 July, 2000

  
Name: MICHAEL E. HUGHES  
Title: Partner  
Address: 100 E. Wacker Drive  
Chicago, IL 60606

JUL 26 2000 11:24AM

MOFO 28TH FL

NO. 421

P. 4

PTO/SB/96 (10-92)

## CERTIFICATE UNDER 37 C.F.R. § 3.73(b)

Docket No. 426882000500

In the application of: Adam M. GERSTING  
 Serial No.: To Be Assigned  
 Filed: Herewith  
 For: A METHOD AND SYSTEM FOR CONTENT MANAGEMENT ASSESSMENT, PLANNING AND DELIVERY

Andersen Consulting, an Illinois limited partnership, <sup>liability</sup> certifies that it is the assignee of the entire right, title and interest in the patent application identified above by virtue of either:

- A. ☒ An assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel \*, Frame \*, or for which a copy thereof is attached.

OR

- B. ☐ A chain of title from the inventor(s) of the patent application identified above, to the current assignee as shown below:

1. From : \*  
 To : \*  
 The document was recorded in the Patent and Trademark Office at Reel \*, Frame \*, or for which a copy thereof is attached.
  2. From : \*  
 To : \*  
 The document was recorded in the Patent and Trademark Office at Reel \*, Frame \*, or for which a copy thereof is attached.
- ☐ Additional documents in the chain of title are listed on a supplemental sheet.
- ☐ Copies of assignments or other documents in the chain of title are attached.

The undersigned has reviewed all the documents in the chain of title of the patent application identified above and, to the best of undersigned's knowledge and belief, title is in the assignee identified above.

The undersigned (whose title is supplied below) is empowered to sign this certificate on behalf of the assignee.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Dated: 26 July 2000

Michael E. Hughes  
 Name: MICHAEL E. HUGHES  
 Title: Partner

PTO/SB/96 (10-92)

Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE

8F-930445